Adverse

MAGIC

CHEF

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CHASE & SANBORN

I-LB. CAN ... 7c OFF

Loud Wails Follow Announce Of Proposed Expense Tab Curbs

By REYNOLDS KNIGHT
The Administration's proposed curbs on the use of company expense accounts have aroused both exponents and opponents, but by and large the latter are in the majority, as pecial background report by a leading financial publication states.

Other views: A California wexcutive claims that it is impossible to operate on \$25 a leading financial publication states.

In the majority opposing such curbs are executives who must travel, advertising and public relations people and public relations people and in many cases on the expense-account type of spending for their business. One expense-account type of spending for their business of operation says his restaurants, and night clubs who depend in many cases on the expense-account type of spending for their business. One such operation says his restaurants, and night clubs who depend in many cases on the expense-account type of spending for their business. One sess, government and education operation says his restaurants, and night clubs who deel that country clubs and operators of hotels, restaurants, and night clubs who deel that country clubs and the frings expenses account type of spending for their business. One expenses account type of spending for their business of the expenses account type of spending for their business. One sess, government and education operation says his restaurant receives more than 70 per cent of its business from executives spending company money.

ON THE SIDE of the govi

THE ULTIMATE

4 Magic Sale Days Monday through Wednesday May 8, 9, 10 AND BLUE CHIP STAMPS SERVE YOU TOO!!

The wines are unique be- BITS O' BUSINESS — Percause they were especially sonal income of Americans blended to complement par- rose \$3.4 billion to a seasonally

profit in the introduction of a insurance dividends and increases in wages. Increased sales of frozen and canned poultry products is attributed by processors to convenience and low cost . However, are divined as white dinner wine for poultry and fish, and a red dinner wine for red meats.

The label of the former fee.

The label of the former features photographs of two broiled trout and a crisply roasted chicken; that of the "roast beef wine" is illustrated with a three-rib roast and a sirloin steak.

Armco Steel Corp., page 1975. in sirloin steak.

"roast beef wine" is illustrated with a three-rib roast and a sirloin steak.

Main reason for the food wines' popularity, according to Mr. Feldman, is the fact that they relieve the shopper of the necessity of remembering what wines "go with" what foods.

THINGS TO COME—A sweet note for hobbyists is the bee feeder, queen bee and 400 worker bees for honey making and bee-raising at home. The small unit may be mounted in the sma

wines "go with" what foods.

THINGS TO COME—A sweet note for hobbyists is the bee feeder, queen bee and 400 worker bees for honey making and bee-raising at home. The small unit may be mounted in a window. Complete instructions on installation and care come with the set . . A new plastic anti-glare visor with suction cups is now available to motorists. It can be mounted at any angle and is easy to remove.

SALES PUSH—New and old gimmicks designed to move new and existing products are being tried by American industry and business. Contests, new products and customer aids are among the methods being used. One appliance firm awards points to its salesmen, who can trade them in for gifts. Some automobile dealers offer employes of small and medium sized concerns the same discounts they give large, fleet. sized concerns the same dis sized concerns the same discounts they give large, fleet buyers. One major company offers a grand prize of the use of a 12-passenger airliner, complete with crew for two weeks, and \$5000 in spending money, all tax free.

CROSSWORD PUZZLE

ACROSS

BITS O' BUSINESS - Perticular foods—and are clearly adjusted annual rate of \$409.6 labeled as such. Roma started the innevation late last year with the introduction of a "spaghetti wine."

Three Months

Leaving on May 18 for Monterey to attend the State Knights of Columbus convention will be Messrs. and Mmes. Charles Butterfield, Joseph Cemore, James Neary and Harold Pope. Mr. Butterfield is grand knight of the St. Gerald Council and Mr. Cemore is deputy grand. Cemore is deputy grand knight.

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USDA Government Graded "CHOICE" Steer Beef

Armour's Canadian Style 10 Pound Box \$7.59 TENDERLOIMS

Fresh Fillet of Sole

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An old world raisin bread-moulded round & topped with sugar crystals Reg. 39c 35°

55°

MAGIC CHEF

COACHELLA VALLEY on the CO EARS 29°

WINTER NELIS

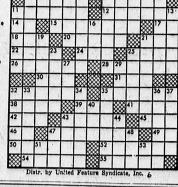
EARS 10 is

MAGIC CHEF BRAND PICKLE & PIMIENTO LOAF 29° 6-ounce Package

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